AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method comprising:

broadcasting a content descriptor schedule to a client to indicate a future broadcasting of content descriptors, the content descriptors including first content descriptors and second content descriptors, wherein the first content descriptors are assigned a first unique identifier, and the second content descriptors are assigned a second unique identifier, wherein the first and second content descriptors are identified by the client via the first and second unique identifier;

broadcasting the first content descriptors to the client, the first content descriptors describing content for broadcast;

prioritizing the content in response to a feedback received from the client, wherein the feedback is automatically generated transparent to the client based on an amount of content consumed by the client;

broadcasting the second content descriptors, the second content descriptors describing the prioritized content for broadcast;

broadcasting the prioritized content to the client;

receiving a demand table in real-time or in batches, wherein the demand table ~~having~~ is determined based on one or more of rankings of the prioritized content based on user interests, ratings of the prioritized content, and existing content at a client, wherein the demand table is created and updated at the client in response to filtering of the prioritized content

based on one or more of the user interests ~~being performed~~ of a current user at the client, user behavior of a previous user at the client, and content consumption at the client, wherein the demand table is received in response to a signal received at the client from a server, or the demand table is received automatically at a predetermined time;

refining the prioritized content into demanded content based on the demand table; and

broadcasting the demanded content to the client.

Claim 2-80 (Cancelled)

81. (Previously Presented) The method of claim 1, wherein the feedback received from the client is received in a batch.

82. (Previously Presented) The method of claim 1, further comprising staggering sending the feedback to the server by the client, wherein the staggering is based on a last time the client sent feedback to the server.

83-86 (Cancelled)

87. (Previously Presented) The method of claim 1, wherein the content first and second content descriptors include metadata to describe one or more of the content, the prioritized content, and the demanded content.

88. (Previously Presented) The method of claim 1, further comprising generating the second content descriptors in response to the feedback received from the client, the feedback including a demand indicating a level of desirability for the content.

89. (Cancelled)

90. (Previously Presented) The method of claim 1, further comprising updating a descriptor table at the client in accordance with the first and second content descriptors.

91. (Currently Amended) A machine-readable medium comprising instructions which when executed, cause a machine to:

broadcast a content descriptor schedule to a client to indicate a future broadcasting of content descriptors, the content descriptors including first content descriptors and second content descriptors, wherein the first content descriptors are assigned a first unique identifier, and the second content descriptors are assigned a second unique identifier, wherein the first and second content descriptors are identified by the client via the first and second unique identifier;

broadcast the first content descriptors to the client, the first content descriptors describing content for broadcast;

prioritize the content in response to a feedback received from the client, wherein the feedback is automatically generated transparent to the client based on an amount of content consumed by the client;

broadcast the second content descriptors, the second content descriptors describing the prioritized content for broadcast; and

broadcast the prioritized content to the client;

receiving a demand table in real-time or in batches, wherein the demand table is determined based on one or more of ~~having~~ rankings of the prioritized content based on user interests, ratings of the prioritized content, and

existing content at a client, wherein the demand table is created and updated at the client in response to filtering of the prioritized content based on one or more of the user interests of a current user ~~being performed~~ at the client, user behavior of a previous user at the client, and content consumption at the client, wherein the demand table is received in response to a signal received at the client from a server, or the demand table is received automatically at a predetermined time;

refining the prioritized content into demanded content based on the demand table; and

broadcasting the demanded content to the client.

92. (Previously Presented) The machine-readable medium of claim 91, wherein the feedback received from the client is received in a batch.

93. (Previously Presented) The machine-readable medium of claim 91, wherein the client stagger sending the feedback to the server, wherein the staggering is based on a last time the client sent feedback to the server.

94. (Cancelled)

95. (Currently Amended) A system comprising:

a server coupled to a client, the server having a storage medium and an integrated circuit coupled via a bus including a multi-drop bus, wherein the integrated circuit to

broadcast a content descriptor schedule to the client to indicate a future broadcasting of content descriptors, the content descriptors including first content descriptors and second content descriptors,

wherein the first content descriptors are assigned a first unique identifier, and the second content descriptors are assigned a second unique identifier, wherein the first and second content descriptors are identified by the client via the first and second unique identifier;

broadcast the first content descriptors to the client, the first content descriptors describing content for broadcast,

prioritize the content in response to a feedback received from the client, wherein the feedback is automatically generated transparent to the client based on an amount of content consumed by the client,

broadcast the second content descriptors, the second content descriptors describing the prioritized content for broadcast,

broadcast the prioritized content to the client,

receive a demand table in real-time or in batches, wherein the demand table is determined based on one or more of ~~having~~ rankings of the prioritized content based on user interests, ratings of the prioritized content, and existing content at a client, wherein the demand table is created and updated at the client in response to filtering of the prioritized content based on one or more of the user interests of a current user ~~being performed~~ at the client, user behavior of a previous user at the client, and content consumption at the client, wherein the demand table is received in response to a signal

received at the client from the server, or the demand table is received automatically at a predetermined time,

refine the prioritized content into demanded content based on the demand table, and

broadcast the demanded content to the client.

96. (Original) The system of claim 95, wherein the feedback received from the client is received in a batch.

97. (Previously Presented) The system of claim 95, wherein the client staggers sending the feedback to the server, wherein the staggering is based on a last time the client sent feedback to the server.

98. (Cancelled)

99. (Currently Amended) An apparatus comprising:

a network including a first computer system coupled to a second computer system, the first computer system to

broadcast a content descriptor schedule to the second computer system to indicate a future broadcasting of content descriptors, the content descriptors including first content descriptors and second content descriptors, wherein the first content descriptors are assigned a first unique identifier, and the second content descriptors are assigned a second unique identifier, wherein the first and second content descriptors are identified by the second computer system via the first and second unique identifier;

broadcast the first content descriptors to the second computer system, the first content descriptors describing content for broadcast,

prioritize the content in response to a feedback received from the second computer system, wherein the feedback is automatically generated transparent to the second computer system based on the amount of content consumed by the second computer system,

broadcast the second content descriptors, the second content descriptors describing the prioritized content for broadcast,

broadcast the prioritized content to the second computer system.,

receive a demand table in real-time or in batches, wherein the demand table is determined based on one or more of ~~having~~ rankings of the prioritized content based on user interests, ratings of the prioritized content, and existing content at a client, wherein the demand table is created and updated at the client in response to filtering of the prioritized content based on one or more of the user interests of a current user ~~being performed~~ at the client, user behavior of a previous user at the client, and content consumption at the client, wherein the demand table is received in response to a signal received at the second computer system from the first computer system, or the demand table is received automatically at a predetermined time,

refine the prioritized content into demanded content based on the demand table, and

broadcast the demanded content to the client.

100. (Original) The apparatus of claim 99, wherein the first computer system comprises a server, and the second computer system comprises a client.

101. (Original) The apparatus of claim 99, wherein the feedback received from the second computer system is received in a batch.

102. (Previously Presented) The apparatus of claim 99, wherein the second computer system staggers sending the feedback to the first computer system, wherein the staggering is based on a last time the second computer system sent feedback to the first computer system.

103. (Cancelled)